

Pembroke Historical Tours



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PBAD 7731, Government Practicum
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December 3, 2020

Launching Info

- Pembroke is the county seat of Bryan County. It was founded in 1892 as a railroad town and turpentine trade route. Its current population is about 2,700 residents.
- Pembroke has had historical tours in the past but wishes to update their tour route.
- Mrs. Renee Hernandez, Executive Director of the Downtown Development Authority of Pembroke, reached out for graduate student assistance.
- James answered and accepted this project September 21. Between then and December 4th, he volunteered approximately three hours per week to this endeavor.

Project Vision

“We have been looking into creating a walking tour with QR codes that link to videos with historical building information and we are also interested in geocaching with a historical spin. Supplementary materials: Historical data and photos of featured buildings and locations.”

-Overview by Mrs. Hernandez





Planning

James proposed a three—stage plan with flexible dates. Mrs. Hernandez agreed and provided James with the list of buildings and previous tour information.

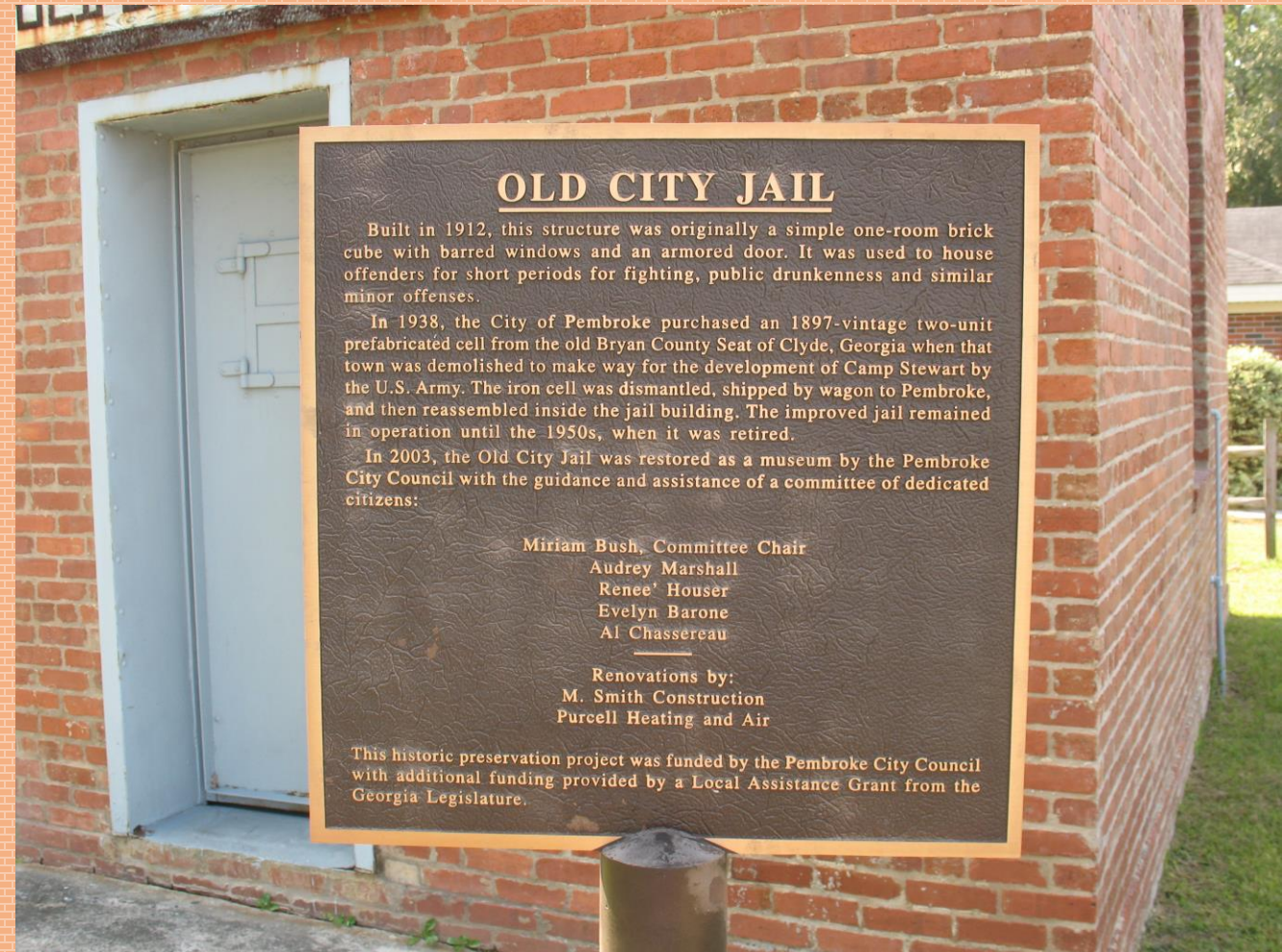
Furthermore, James conducted research to find out what other historical projects have been done at Pembroke. Previous work mostly revolved around building preservation and property owners. Realty was difficult to substantiate without visiting the site in person for primary source analysis. James and Mrs. Hernandez agreed that social distancing and medical safety restricted excessive site visitation.

Stage 1: Preservation

- This step consisted of analyzing and conserving old data in a new digital format for future manipulation. Digitization of old documents are an often-overlooked activity.
- James started by creating a google doc folder shared with Mrs. Hernandez. The file contains the original tour guide information, an excel sheet James transferred the information to, and a “sandbox” file where he kept his planning dates, ideas, and resources recorded.
- This step took a few weeks, mostly due to the volume of information transference.

Stage 2: Mapping

- This step required using the addresses of the historical buildings given by Mrs. Hernandez, obtaining their GPS coordinates, and creating a map in ArcGIS.
- The purpose of this step was to be able to plan a new route that includes all locations.
- Although creating a map only took two weeks, it later had complications with the final product. This will be elaborated in the next slide.



A Map Apart

There are two problems facing the interactive ArcGIS map.

❑ **First**, the embed code is conflicting with Wix. There may be a way to embed the map, but James could not find the solution before semester's end. This will need to be addressed by another pioneer.

❑ **Second**, the map has not been labeled for routing because it is awaiting input from some of the Pembroke local shop owners. James proposed the idea of ending the route at a store/restaurant that will sell souvenirs and/or historical books of Pembroke. At this time, we are still waiting to see if any local business will be receptive.

Stage 3: A Digital Component

Mrs. Hernandez expressed an interest in QR codes, which only serve individuals walking in Pembroke. James proposed an idea for a website, which can both hold videos for the QR sites *and* allow virtual visitation for the handicapped, quarantined, elderly, and long distanced. Mrs. Hernandez agreed.

James began a wixsite for Pembroke Historical Tours and gave the login credentials to Mrs. Hernandez. He also explained the options and maintenance associated with Wix. The site is still undergoing construction but has a viable landing page and a good foundation for expansion. The site is currently not publicly published but will have a link once the DDA has approved the site. Additional ideas on how to use the website are written in James's sandbox list.

Symbiosis

As a result of James's service, the QR codes and websites have yet to be completed. However,...

- Mrs. Hernandez now has a digital folder to store future documents and a backup collection in case of archive failure,
- the Downtown Development Authority has an interactive map where they can see all historical buildings at once,
- Pembroke's ability to serve a larger audience online is magnified, and
- once a local shop accepts the City's offer of selling tourist merchandise, they will find a symbiotic relationship through increased business and possibly free advertising on the Pembroke History Tour's web page.



The Ongoing Mission

A fully rejuvenated and revitalized public tourist program rarely happens in under 12 weeks, but the cornerstones have been laid for project development and completion in the future. Slower, better quality delivery trumps a rushed, degradable product every time.

Thanks to Mrs. Renee Hernandez for the opportunity to serve Pembroke, Dr. Christian for all the guidance and patience, and to my wife who martyred herself by watching our two-year-old alone while I did homework. I'm certain she had the tougher assignment.